



**FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300**

FACULTY OF ACCOUNTANCY

**BUSINESS PLAN
HEALTHY EATIO**

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EXECUTIVE SUMMARY

Healthy Eatio is about selling variety of healthy food especially for food seeker who like to eat healthy food. Our business is located at Kota Kinabalu, Sabah. Our business operation starting from 10 a.m until 10 p.m (Tuesday - Friday) and 10.00 a.m until 11 p.m (Saturday and Sunday)

While there are many restaurants or cafes outside there, Healthy Eatio will be the best one among the competitors due to excellent service that satisfy our customers. By providing good and excellent services, Healthy Eatio will slowly but surely gain market share as it provide healthy food to consumers especially food seekers that like to eat healthy food, and will creating good relationships with consumers.

Moreover, we believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays people are really concern about their healthy. They really wants to make sure that they always healthy everyday.

We, as the main successors of the Healthy Eatio saw this opportunity that this business has the potential of being success in the future. People nowadays have always want to ensure that they they live in healthy way. This is because without good health, we cannot live our life very well.

Healthy Eatio

INTRODUCTION

Healthy Eatio is a food truck that provides variety types of foods and beverage that suitable to customer taste and preference. The term of 'Healthy Eatio' is a combination of the word "Healthy and Eat It by your Own" as means that people can eat whatever types of food that they like, but , in a healthy way. In Healthy Eatio, we currently provide the best quality food and beverages as we concern for customer seek. To reduce the unhealthy cooking style, we move forward to cook the food in less oil, less sugar and salt. We have minimize from using the unnecessary ingredients that contain more fat or calories inside.

The common places that we look for is the strategic location such as park, neighborhood and beach. The reason for selecting these locations as more potential customers can be targeted and people tend to buy more food and beverages from Healthy Eatio food truck. It also one of the good vibes to share variety types of healthy food and beverages with the customers while customers can create loyal term relationship with us. Mostly, individual and family can buy our healthy food without felt anxious about the quantity of food that they consume. It is our priority to give what the best for customers health and desires. The proposition that we use to convince and attract customers is " Expect more in healthy way, pay less in desirable way " can delight our food truck to be well known among customers. This is a way to maintain the position in competitive environment.